

DOE Office of the Chief Information Officer (OCIO)
2012 National Cyber Security Awareness Month (NCSAM)

Event Overview and Planned Activities
September 10, 2012

1. Background

In recognition of the importance of cybersecurity awareness, the President has designated October as National Cyber Security Awareness Month (NCSAM). NCSAM is designed to engage and educate public and private sector partners through events and initiatives with the goal of raising cybersecurity awareness in an effort to increase the resiliency of the Nation against cyber incidents. NCSAM 2012 entails a comprehensive campaign focused on raising awareness of cybersecurity issues and promoting shared responsibility among all stakeholders for securing cyberspace.

2. 2012 Theme

As a Federal partner in the NCSAM effort, DOE will be using the 2012 National theme of, ***Achieving Cybersecurity Together: It's Our Shared Responsibility***. This theme accurately reflects the shared responsibility of all computer users in securing their personal and professional cyberspace. The 2012 campaign will continue to focus on the general, overarching NCSAM concepts of Stop.Think.Connect (STC).

STOP: Before you use the Internet, take time to understand the risks and learn how to spot potential problems.

THINK: Take a moment to be certain the path ahead is clear. Watch for warning signs and consider how your actions online could impact your safety, or your family's.

CONNECT: Enjoy the Internet with greater confidence, knowing you've taken the right steps to safeguard yourself and your computer.

3. Proposed Campaign Activities

- Selection of DHS/STC poster to be displayed at Forrestal, Germantown, and Corp 270 buildings.
- DHS/STC videos to be run on TV in Forrestal Main Lobby.
- Awareness banners to be displayed on energy.gov/cio. (*Action requested by DHS Cyber Awareness Coalition.*)
- Communication from Secretary or Deputy Secretary emphasizing the importance of cybersecurity at the workplace and at home. (*Action requested by DHS Cyber Awareness Coalition.*)
- Distribute DOECASST announcing campaign and concepts of STC.
- Distribute cyber awareness newsletter (e.g., Frontburner) to address NCSAM, the concepts of STC, and the importance of cybersecurity at the workplace and at home. The newsletters will be placed in 'bins' at elevator banks.
- Possible video from Gil Vega discussing NCSAM. (*Action dependent on 508 compliance.*)
- Distribute campaign-specific 'blue box' awareness messages.
- Reproduction and distribution of STC bookmarks to employees on a designated day, during morning hours.

4. Date

October 2012 is designated as NCSAM. October 18, 2012 has been proposed as the designated day to run videos, distribute Secretarial messages, distribute bookmarks, etc.

5. Audience & Location

The intended audience for this campaign is DOE HQ employees and contractors.

6. Marketing

Various methods will be used for notification and marketing of this campaign to include DOECASTs and the event awareness poster.

7. Resources

IM-30 will plan and coordinate activities for this awareness event. Teresa Wykpisz-Lee will provide graphic design and Powerpedia/web support.